



# CHEMICAL STOCKPILE EMERGENCY PREPAREDNESS PROGRAM (CSEPP)

**PAST** | FUSION  
ACADEMY  
AT ARGONNE NATIONAL LABORATORY

## SPOKESPERSON FOR LEADERSHIP AND SUBJECT-MATTER-EXPERTS

**MARCH 1, 2023**

**Course Overview:** This half-day spokesperson training (MR501) is for public information officers (PIOs) and public affairs officers (PAOs) to prepare them to work confidently and effectively during interactions with the news media before, during, or after an emergency event. Participants will engage in a variety of intense and fast-paced news interviews, including one-on-one, on-camera, and remote on-camera interviews. Message mapping development, interview preparation, remote staging methodology, and news conference stagecraft will be emphasized and reinforced throughout this workshop.

### **Course Points of Contact:**

- Gayle Perez, Pueblo County Sheriff's Office, CSEPP PIO; Office: (719) 583-6222; Cell: (719) 250-2855; E-mail: [perezg@pueblocounty.us](mailto:perezg@pueblocounty.us).
- Eric Singer, Argonne PAST Fusion Academy; Cell: (719) 661-2674; E-mail: [ssinger@anl.gov](mailto:ssinger@anl.gov).

**Training Location:** Pueblo County Emergency Operations Center, 101 West 10<sup>th</sup> Street, Pueblo, Colorado, 81003.

### **\*Course Agenda:**

- 12:45 PM Participants Arrive
- 1:00 PM Welcome: Class Introductions
- 1:15 PM Unit 1: Developing Key Messages
- 1:45 PM Unit 2: The Art of the Interview
- 2:15 PM Unit 3: Prepare "Remote" On-Camera Interviews
- 2:45 PM Unit 4: Remote Interviews
- 3:30 PM Unit 5: On-Camera Interviews
- 4:15 PM Unit 6: News Conference Stagecraft
- 5:00 PM Course Wrap-Up/End of Day

*\*Course agenda subject to change*